



8601 West Roosevelt Road
Forest Park, IL 60130

708.545.3471
cmoreno@pths209.org

Media Contact:
Cynthia Moreno
708-545-3471

For Immediate Release
February 6, 2018

Kia Motors Honors Black History Month with Proviso Township High Schools District 209, During the Chicago Auto Show

In the midst of this year's Chicago Auto Show, Kia Motors Corporation, who is known for pushing the limits with such breakout vehicles as the Stinger, Soul and Niro, is taking a moment during this year's event to honor Black History Month with Proviso Township High Schools District 209 (PTHS D209) on Monday, February 12, 2018.

While Kia Motors has been a sponsor of the NBA and has had opportunity to witness first-hand how some of the best athletes in the world use their skills on the court to perform at the top of their game, they also expect the same in the classroom. During this year's visit to the Chicago Auto Show, Kia joins forces with Jeff Fortson, host and executive producer of SiriusXM's Channel 141 weekly multicultural automotive show, "Auto Trends with JeffCars.com," to emphasize the importance of education to a diverse community that has always supported the company.

Fortson's life changing "Driving for Your Dreams Literacy Tour" includes a day of structured interactive school activities centered-around STEAM (Science, Technology, Engineering, Arts & Math), car-buying literacy, school achievement, goal setting, career planning and Kia's Niro.

"We welcome the partnership with KIA Motors and Jeff Fortson as it furthers the District's vision of preparing our graduates for college, careers and to serve as contributing members of a dynamic global society. Through the interactive workshops, students will build their knowledge in the field, gain real world experience, and have meaningful discussions with industry leaders. I believe that our collaborative approach to enhance the D209 experience will further ignite their passion to pursue careers in the growing fields of Science, Technology, Engineering, Arts, and Math," said Superintendent of PTHS D209, Jesse J. Rodriguez, Ph.D.

Kia's African-American car designer, Brian Peterson, who was responsible for leading the interior layout of the Niro, the brand's only dedicated hybrid, and Fortson will spearhead each of the activities. In a rare opportunity, students will have an opportunity to learn first-hand from a car designer the process of creating his vehicle in a classroom environment. The Niro, which made its world debut at the Chicago Auto Show two years ago, will be on-hand at the school.

According to Antoinette Rayburn, manager of college and career readiness, “PHTS D209 has created career pathways in digital computer technology, automotive technology, and engineering design. We hope that our students will be motivated by Brian Peterson, who is one of few African American car designers worldwide, to envision possibilities in their quest for global success.”

Peterson, who is a part of a small niche of Black car designers, is a graduate of Miami’s Design and Architecture Senior High. During his time in school, his high school teachers often told the class that they had a better chance of being drafted into the NBA, as opposed to being a car designer. He took the challenge to heart, breaking through a field, where there are currently only about 30 Black car designers around the globe.

Fortson, who is the editor of JeffCars.com, has written several educational car-buying guides for such media outlets as Black Enterprise magazine, Essence magazine, Consumers Digest magazine and AOL.com, has penned several educational automotive articles specifically highlighting Black History factoids for Chicago’s own Ebony and Jet magazine over the years.

Fortson says, “imagery is everything, having someone like Brian accessible to students can easily change the trajectory of their lives. How often do most of us have an opportunity to see, feel or touch a black car designer?”

###

About Jeff Fortson

Jeff Fortson is the host and the executive producer of “Auto Trends with JeffCars.com,” a weekly multi-cultural automotive show, which airs in the both the United States and Canada. He also serves as the editor of JeffCars.com, an educational car-buying website with a new-vehicle pricing guide. Fortson, who has over 25 years of both automotive corporate and automotive retail experience, has penned several extensive car-buying guides for Black Enterprise, Ebony and Essence, three of the premier magazines in the Black community.

In April 2009, Essence recognized him as a “The Top Guru for Sound Car-Buying Advice.” His contributions and articles have also appeared in The Washington Post, Jet, BlackAmericaWeb.com, Eurweb.com and AOL.com. Added to that, he has appeared on such programs as CNN and NPR, serving in the role of an automotive analyst. Furthermore, Fortson uses his copyrighted car-buying clinic, which is housed with the Library Congress, to empower students through his signature traveling dream literacy-empowerment educational in-school modules, involving STEAM (Science, Technology, Engineering, Arts and Math).

And look for his upcoming extensive automotive feature in the November/December (2017) Consumers Digest magazine.

###